CLAIMS

What is claimed is:

1   1.   A system for creating a sample pool for a web-based

2   survey comprising:

3   a plurality of host machines for serving an HTML document;

4   a survey manager machine connected to each of the plurality

5   of host machines; and

6   an executable tag embeddable in the HTML document, and

7   operable to communicate with a process running on the survey

8   manager machine to create the sample pool when a user accesses

9   the HTML document.

1   2.   The system claimed in claim 1 wherein each of the host

2   machines and the survey manager machine are connected to a

3   communications network.

1   3.   The system claimed in claim 1 wherein the process

2   running on the survey manager machine further comprises a tag

3   maintenance process operable to generate and maintain the

4   executable tag.

1   4.   The system claimed in claim 1 wherein a process running

2   on each of the host machines is operable to copy the executable

3   tag from the survey manager machine and embed the copied

4   executable tag in the HTML document.

1   5.   The system claimed in claim 1 wherein the process

2   running on the survey manager machine further comprises a

3   sampling process for setting a sampling rate and a user

4   qualification process.

1   6.   The system claimed in claim 5 wherein the process

2   running on the survey manager machine further comprises an

3   invitation process for receiving a user profile and extending an

4   invitation to the user to participate in the sample pool based

5   upon the sampling process and the user profile.

1   7.   The system claimed in claim 1 wherein the process

2   running on the survey manager machine further comprises a survey

3   process for administering a survey to a participating user.

8.   A method for creating a creating a sample pool for a web-based survey comprising:

providing a plurality of host machines for serving an HTML document;

providing a survey manager machine connected to each of the plurality of host machines; and

providing an executable tag embedded in the HTML document, the executable tag being operable to communicate with a process running on the survey manager machine to create the sample pool when a user accesses the HTML document.

9.   The method claimed in claim 8 wherein each of the host machines and the survey manager machine are connected to a communications network.

10.   The method claimed in claim 8 wherein the process running on the survey manager machine further comprises a tag maintenance process operable to generate and maintain the executable tags.

11.   The method claimed in claim 8 wherein a process running on each of the host machines is operable to copy the executable tag from the survey manager machine and embed the copied executable tag in the HTML document.

1   12.   The method claimed in claim 8 wherein the process

2   running on the survey manager machine further comprises a

3   sampling process for setting a sampling rate and a user

4   qualification process.

1   13.   The method claimed in claim 12 wherein the process

2   running on the survey manager machine further comprises a

3   invitation process for receiving a user profile and extending an

4   invitation to the user to participate in the sample pool based

5   upon the sampling process and the user profile.

1   14.   The method claimed in claim 8 wherein the process

2   running on the survey manager machine further comprises a survey

3   process for administering a survey to a participating user.

1   15.   A computer-readable medium having computer-executable

2   instructions for performing the step comprising:

3   enabling a survey manager machine connected to each of a

4   plurality of host machines serving an HTML document to provide

5   an   executable   tag   embeddable   in   the   HTML   document,   the

6   executable tag operable to communicate with a process running on

7   the survey manager machine to create a sample pool when a user

8   accesses the HTML document.

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